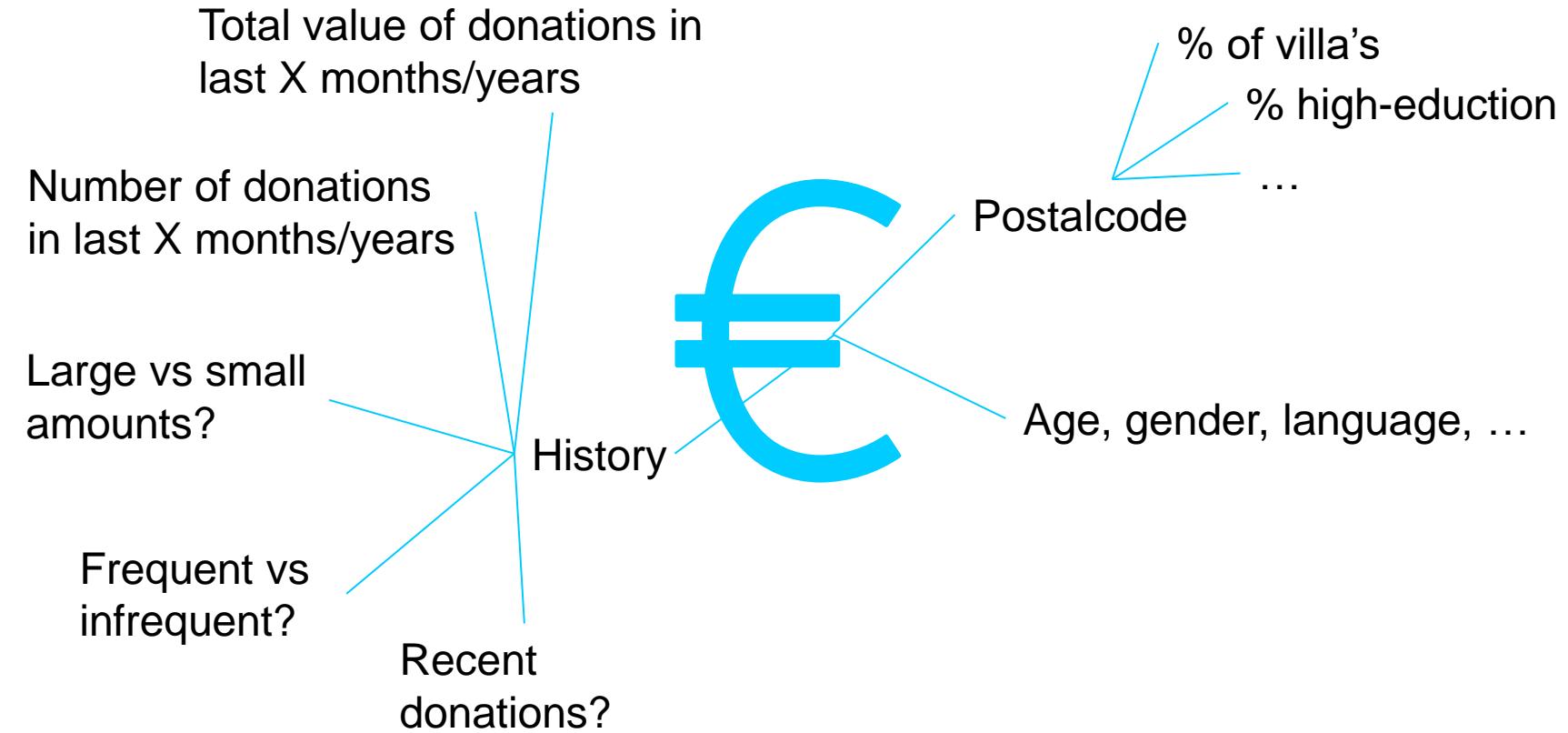


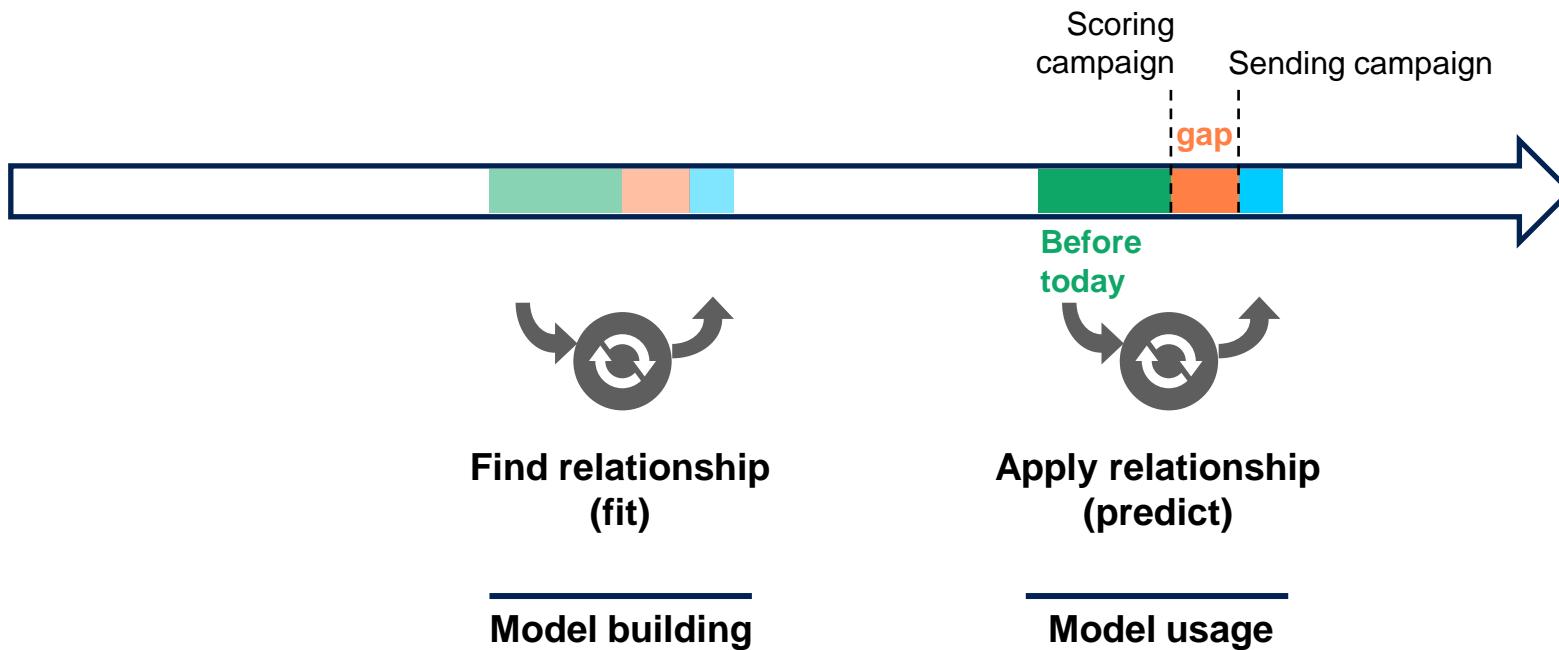
Final project

Feature engineering

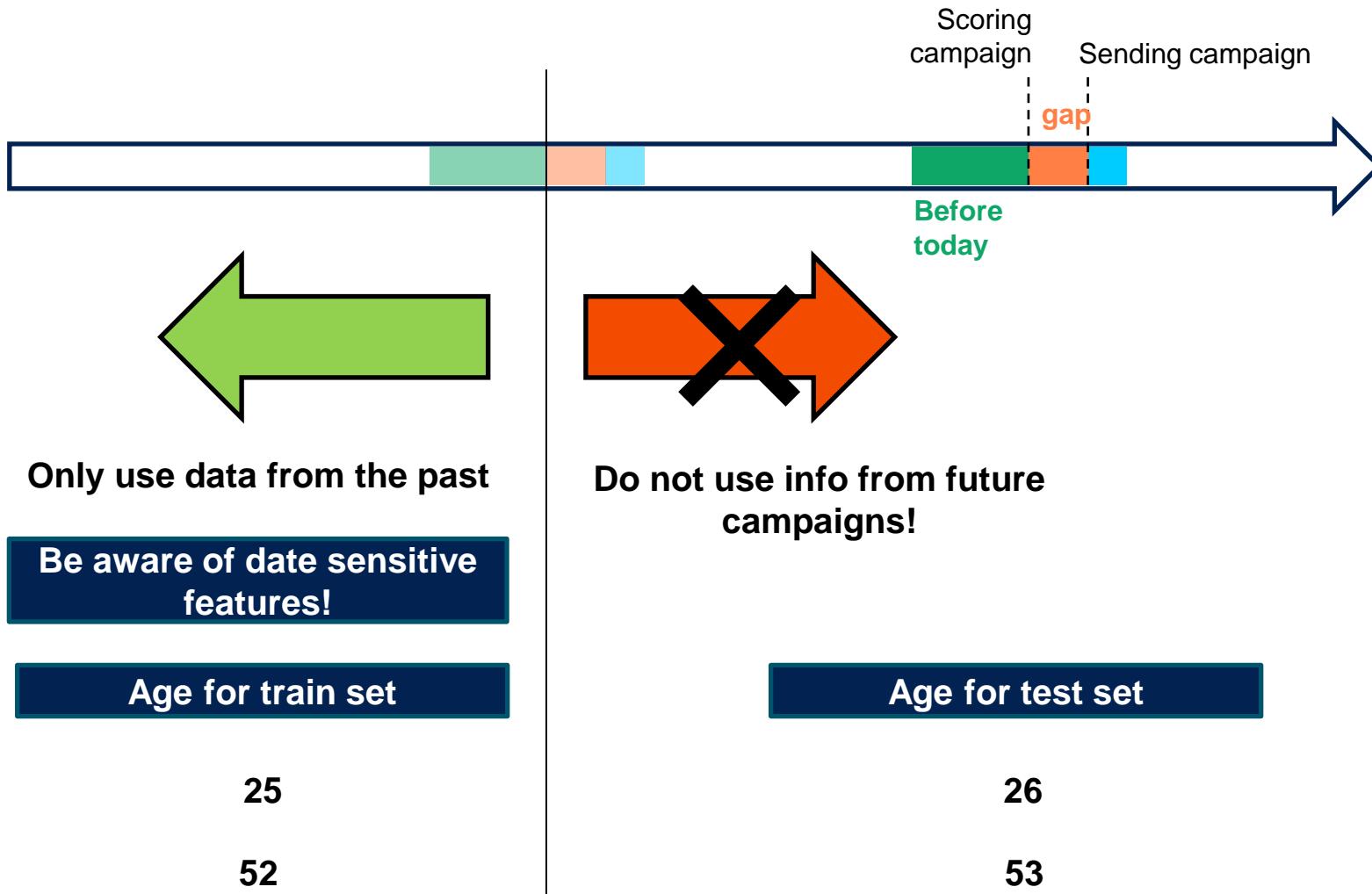
Be creative. What could be a good predictor for donating to the campaign?



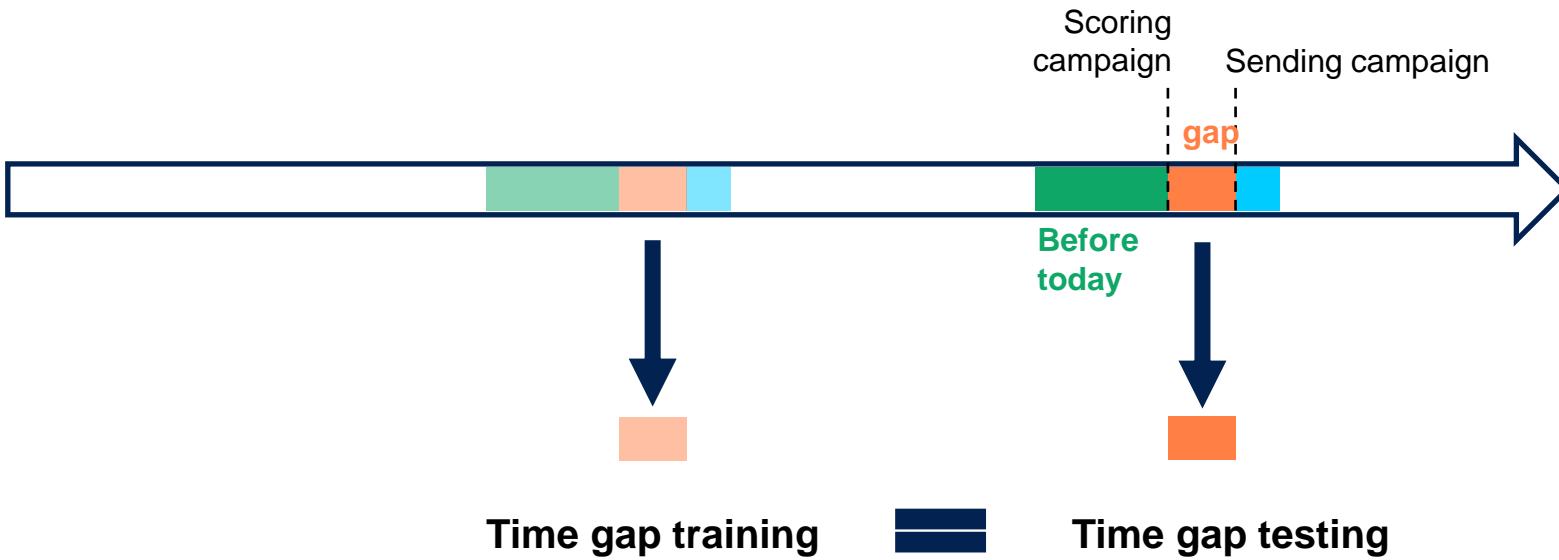
Watch your timeline



Watch your timeline



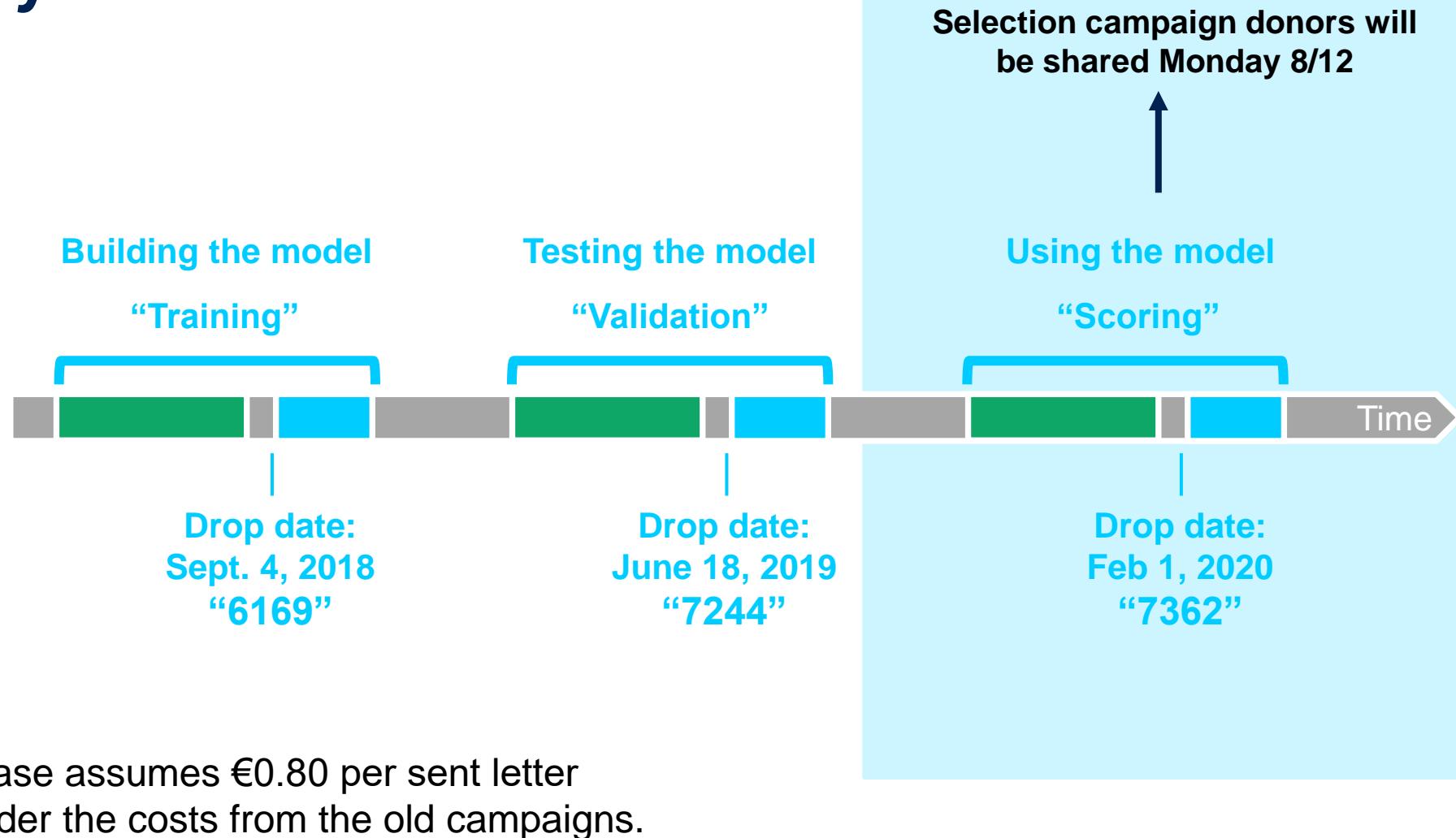
Watch your timeline



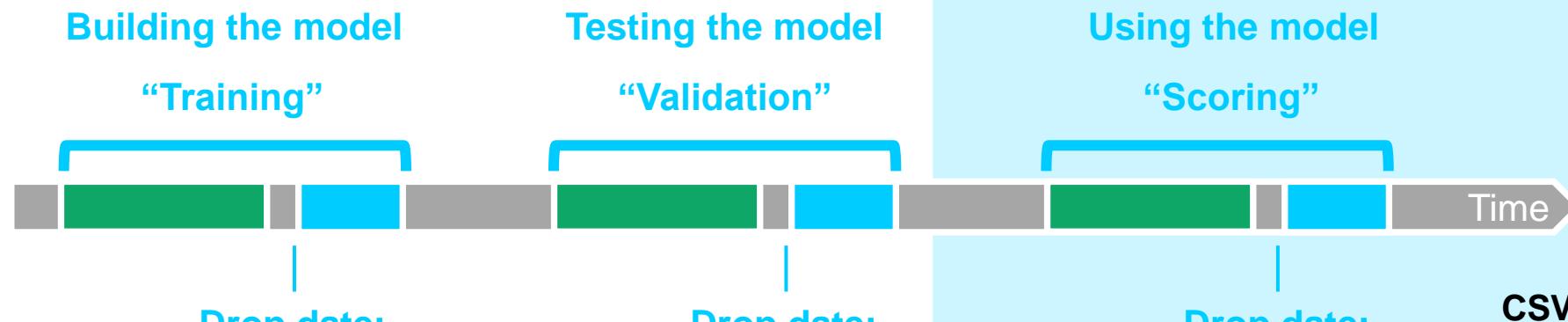
You train a model to
“predict most likely donors in
X days from today”

You use the model to
“predict most likely donors in
X days from today”

Watch your timeline



Watch your timeline



Selection campaign donors will be shared Monday 8/12

Using the model

"Scoring"

Time

CSV with proba scores

donorID,predicted
D134242,0.352857833
D126503,0.454698555
D104392,0.605771326
D105905,0.879066332
D120506,0.835066794
D128540,0.158454115
D126159,0.737835764

Deadline 6/12 EOD

Business case assumes €0.80 per sent letter
Don't consider the costs from the old campaigns.

CSV of selected donors
donorID
D134242
D126503
D104392
D105905
D120506
D128540
D126159